

HOW TO GET PUBLISHED IN TOP JOURNALS

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THE SITUATION

Top journal publications are as rare as hens' teeth in Australia (see top journals for 5 fields of business research).

- Accounting
- Economics
- Management
- Information Systems
- Marketing

As a personal example, I've had only eight "A" journal (top 5) publications in a 30-year career – that's one every four years! In between, I've managed to get about 30 "B's" (ranked 5 to 15) in a total of 60 or so refereed journal articles. And, something which few do because they take over your life for a couple of years at a time(!) – books, 7

of them (four of them “research” books) from 1980 to 2005.

THE PROBLEM

Major barrier: If you can't fully understand and analyze typical papers in the top journals (especially the top 5), then you have almost no hope of being able to get a paper published in those journals.

What 95% of Australian business research academics do now:

- Cite the paper merely because of the topic. Example: “The topic of single-item vs. multi-item measures has been studied by Jones (2001) and Smith (2002).”
- Or cite ambiguously. Example: “Findings have been mixed (Jones, 2001; Smith, 2002).” Did Jones and Smith get different findings and, if so, what were they? Or did Smith and Jones

merely both say that (others') findings have been mixed?

- Or cite the main finding (which they could get from the Abstract!) as true, without evaluating the study that led to it. Example: "Jones (2001) found support for the contingency theory of management."
- Even fewer cite papers for their brilliant theorizing or clever methodology! You must be able to do this if you hope to also make "A" journal quality.

To understand a paper, you have to:

- Understand the theoretical arguments and how they led to the (possibly competing) hypotheses. And, indeed, are the hypotheses deducible logically from the theory?

- Understand the method – to the extent that you can point out its weaknesses. (There is always at least one fault in the method if you look closely enough – even in the top journals. Top authors are just slipperier at hiding faults!)
- Understand the statistics – could you perform them yourself? (Try Amnon Levy's papers, for instance.) Understand 1-tailed vs. 2-tailed tests. Understand that p does not indicate the strength of the relationship.
- Understand the practical significance of the results. Where on the scale? What % change? Is the effect size sufficiently large that you'd recommend this theory or principle to a manager (e.g., a consulting client)?

WHAT TO DO ABOUT IT

Recommendation #1: 2-weekly seminar on major article in field, then 1 person presents own research for critique.

Recommendation #2: Hook up with a leading U.S., U.K. or Australian/N.Z. researcher (co-author).

Recommendation #3: Pay a professional editor. Mainly for ESL researchers but, actually, non-elite researchers whose first language is English could benefit from both, too! Level of English in the “A” journals is extremely high, a genuine barrier to entry. Some articles get in on writing, not content!

Recommendation #4: You have to do research reading and research writing every day, six days a week. Average Australian (Marketing) academic spends just 9.2 hours per week on research (Mankelov & Polonsky, 2001) vs. 13 hours in our workload model vs. 13 hours for U.S. marketing academics vs. 20 hours for U.S. top 10% research producers in marketing (Singh & Bush, 1998). And you cannot “speed read” top journal articles!

Recommendation #5: Unfortunately, for most of you, “B” and “C” journals and refereed published

conference papers are the only attainable target.
Fortunately, at present, these count the same DEST
points (1 point, \$3000 funding to U.) as an “A”
journal publication.

ACCOUNTING
(TOP 10 – UNRANKED)

Journal of Finance

Journal of Financial and Qualitative
Analysis

Journal of Accounting and Economics

Journal of Accounting Research

Accounting Review

Accounting Organizations and Society

Contemporary Accounting Research

Journal of Accounting and Public Policy

Journal of International Financial

Management and Accounting

Journal of Business Finance and
Accounting

(Hodgson, Iselin, & Martin, 1999)

ECONOMICS
(TOP 15 – RANKED)

American Economic Review

Journal of Political Economy

Econometrica

Journal of Economic Theory

Review of Economic Studies

Quarterly Journal of Economics

Rand/Bell Journal of Economics

Journal of Finance

Journal of Monetary Economics

Review of Economics and Statistics

Journal of Econometrics

Economic Journal

International Economic Review

Brookings Papers on Economic Activity

Journal of Financial Economics

(Fox & Milbourne, 1999)

**MANAGEMENT
(TOP 10 – RANKED)**

Administrative Science Quarterly
Research in Organizational Behavior
Academy of Management Review
Academy of Management Journal
Journal of Applied Psychology
Strategic Management Journal
Organizational Behavior and Human
Decision Processes
Industrial and Labor Relations Review
Harvard Business Review
American Sociological Review

(Johnson & Podsakoff, 1994)

**INFORMATION SYSTEMS
(TOP 10 – RANKED)**

MIS Quarterly

Communications of the ACM

Information Systems Research

Journal of Management Information
Systems

Management Science

IEEE Transactions

Harvard Business Review

Decision Support Systems

Information and Management

Sloan Management Review

(Mylonopoulos & Theoharakis, 2001)

MARKETING
(TOP 5 “A”s, AND NEXT 10 “B”s)

A-Level Journals

Journal of Marketing Research

Journal of Marketing

Journal of Consumer Research

Marketing Science

Management Science

B-Level Journals

Journal of the Academy of Marketing
Science

Harvard Business Review

Marketing Letters

Journal of Retailing

Journal of Advertising

International Journal of Research in
Marketing

Journal of Business Research

Journal of Services Research

Journal of Advertising Research

Journal of Product Innovation
Management

(Hult, Neesa & Bashan, 1997)